

Brooks Brothers

See how we helped the legendary brand leverage its heritage as part of a critical turn around for the company...



In the 1990s, Brooks Brothers suffered a deterioration in product quality that undermined its legendary salesperson-customer relationship. The company steadily lost market share and, more alarmingly, it was losing the “Brooks loyalists,” customers who, historically, could be relied upon to introduce the next generation of customers.

In 2000 Brooks Brothers was purchased by Retail Brand Alliance, which was committed to restoring the company’s retail preeminence by improving product quality and reestablishing the salesperson as vital component in customer relations. It was clear that a compelling, easily articulated proposition would be required to galvanize Brooks Brothers associates and win back Brooks loyalists.

Informed by a deep understanding of Brooks merchandise and the nature of customer relationships over a long period of time, The History Factory developed a communications platform entitled “Generations of Style: It’s All About the Clothing.” Developed in alignment with the fall 2003 product roll-out which was also the 185th anniversary of Brooks Brothers, the platform the “Generations of Style: It’s All About the Clothing” campaign included a premier hardcover publication sold in retail stores, in-store signage, and an associate training and recognition program still in use in current advertising.

The History Factory is a heritage management firm that helps organizations discover, preserve and leverage their history to meet today’s business challenges.



THE HISTORY FACTORY

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